

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

--	--	--	--	--	--	--	--	--	--

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020 SESSION

PEN0055 - ESSENTIAL ENGLISH

(All groups)

15 OCTOBER 2019
9:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 9 pages with 2 sections only.
2. Answer **ALL** questions.
3. Write all your answers in the answer booklet.

SECTION A: READING AND VOCABULARY [30 MARKS]**Text 1 (15 marks)**

Instructions: Read the passage below and answer the questions that follow.

Why Do People Ghost?

- 1 First, it is just one text that goes unanswered. Then, it is ten. Your calls go to voicemail, and the silence grows deeper by the minute. You may start to worry: Could something have happened to your friend? What else could explain their sudden disappearance? Eventually, a social media update or a mutual friend will give you the answer. Your former confidant is alive and well, but they have just **vanished** from your life. They are ghosting you. 5
- 2 Ghosting, which means cutting off all communication without offering an explanation, has only recently entered the popular lexicon, but it is a behaviour that may actually have existed as old as human interactions. The term originated in the context of dating, but ghosting also occurs in friendships and is even becoming a noticeable trend in professional relationships. A number of employers said that they had been ghosted, a situation in which a worker stops coming to work without notice and is impossible to contact. 10
- 3 Ghosting is common and can happen to anyone. A study of 1,300 people in 2018 found that 65 per cent of participants reported previously ghosting a partner, and 72 per cent reported that they had been ghosted by their partner. Ghosting in friendships is also common where more than a third of the participants reported that they had ghosted a friend or had been ghosted by one. 15
- 4 Ghosting as a strategy may have also gained popularity via new technology, as texting, online dating and social media have changed the way people connect, as well as how romantic partners find each other. Today, people can go on dates with someone they have never met before, rather than meeting potential romantic partners at gatherings. Without a mutual social network tying two strangers together, it is easier to just drop everything and vanish without any consequences when they find themselves incompatible. 20
- 5 In a 2018 paper published in the Journal of Research in Personality, Associate Professor Tara J. Collins and her colleague analysed break-up tactics and identified a handful of common ones. One of the most common strategies is open confrontation where partners directly discuss ending their relationship. Another is the avoidance strategy in which partners decrease contact with the other person, avoid future meetings or disclose very little about their personal life. Besides that, another strategy is self-blame which basically translates to "it's not you, it's me". People may also break up using the cost escalation strategy. "That would be like essentially making the relationship so terrible that your partner decides to get out," Collins said. Others may use mediated communication strategy to break up, which means talking to somebody else or using something else to express your desire to end the relationship with the hope that the third-party person or medium would communicate that to your partner. This method was also commonly used along with handwritten 25 30 35

Continued...

letters during the pre-technology era, but the third party medium is now a break up email or a message sent via instant messaging. Among the common break up tactics, avoidance and self-blame tactics have the highest percentage. 40

- 6 When you are ghosting, you as a ghoster will try to avoid seeing and talking to the person, and your social media is the third party informing your partner or the other person (ghostee) that you have moved on. When being ghosted, people often take it to reflect on themselves, reviewing their own wrong behaviours, imperfections and flaws. However, ghosting actually reveals more about the personality of the ghoster than the ghostee. Ghosting is most similar to the avoidance and the mediated communication strategies. These types of strategies are associated with having an avoidant attachment style which is a tendency to avoid emotional closeness in relationships. "The people who do not like to have emotional closeness, they're probably more likely to ghost," Collins said. 45 50

- 7 Relationship experts generally recommend to let go of a ghost. If you are tempted to get in touch with your ghost, first think hard about what outcome you are really looking for. Someone who has ghosted you has already shown an inability to handle conflict in a healthy way. Ask yourself if you actually want to get back in a relationship with them. Resist the temptation to stalk them online. If you cannot let go, you may get some closure by confronting your ghost to let them know their behaviour is unacceptable, immature and not compassionate. Then, move on. To avoid becoming a ghost yourself, practise direct and compassionate communication. Open confrontation can be painful for the person being dumped, but remember that people still rank *it* as their most preferred break-up strategy over all others. 55 60

Adapted from Gholipour B. (2019). Why do people ghost?
Retrieved from <https://www.livescience.com/64661-why-people-ghost.html>

Part I: Contextual Clues (5 marks)

Instructions: Provide a word from the reading passage for each definition below.

Example: disappeared suddenly and completely	(paragraph 1)	word: vanished
1. distinguishable or easily seen	(paragraph 2)	
2. possible or prospective	(paragraph 4)	
3. intervened in a dispute to bring about an agreement	(paragraph 5)	
4. the state of being unable to do something	(paragraph 7)	
5. facing someone or something	(paragraph 7)	

Continued...

Part II: Comprehension Questions (10 marks)**Instructions:** *Answer the following questions.*

1. Who are normally involved in ghosting? (1 mark)
2. Based on the research by Collins and her colleague, explain two break-up strategies that are frequently used in a relationship. (2 marks)
3. How has technology changed the way people break up? (2 marks)
4. What are the reactions of people who are being ghosted? (2 marks)
5. Explain two recommended steps to take when your partner is in a ghosting mode. (2 marks)
6. What does the word “it” (line 61) refer to? (1 mark)

Continued...

Text 2 (15 marks)

Instructions: Read the passage below and answer the questions that follow.

Death Threats and \$3 Ponytails: What the Fake Hair Trade is Hiding

- 1 Nguyen Thi Thuy's hip-length hair has always been one of her most prized 1
possessions. Every morning before work, she gently combs out any knots, massages it
with coconut oil to keep it jet black and shiny, and weaves it into the safety of a braid.
Long, healthy, thick hair is a traditional marker of beauty in rural Vietnam, and Hakuho
(2014) reports that 80 per cent of Vietnamese women still hold on to that value. Although 5
Thuy works two burdensome jobs as a farmer and housekeeper that **require** her to work
almost around the clock, taking care of her hair is one of the few luxuries she can afford.
- 2 Over the past few years, Thuy has been targeted by travelling hair traders who
scout her small town looking for women desperate enough to sell their hair. The most she
has ever been offered is VND70,000 or about USD\$3. Many women fall victim to these 10
prices, but even in Thuy family's hardest times, she has always said no. However, the
latest rumour in town is more appealing — her youngest son heard of a man who travels
through the countryside paying **close** to \$100 for hair like hers. That is an amount that
could finally allow her to provide for her family without working 16-hour per day. She
has long dreamt of being able to raise chickens and ducks on a family farm, but it is 15
a major financial investment that she has never been able to **afford**. Therefore, she
agrees to sell her hair for the very first time.
- 3 Her buyer, Dan Choi, a Korean-American who started his human hair
company, Remy New York, in 2017, arrived days later on a motorcycle armed with
scissors, zip ties, and cash. After conceding upon a rate which was fair for both 20
parties, he sectioned and cut Thuy's hair, leaving her with a blunt, shoulder-length
chop. Dan paid Thuy about \$100 for her hair which is the equivalent of her entire
family's monthly salary, and that is enough to buy livestock to raise for years to
come. They both got what they wanted: Choi has one more beautiful ponytail to sell
to a roster of celebrity hairstylists who would **turn** the hair into hairwigs or hair 25
extensions, and Thuy will finally be more financially independent.
- 4 A company like Dan Choi's Remy New York which purchased Thuy's hair
for about \$100, takes the ethical movement to the next level by laying out exactly
where it gets its hair from, allowing third parties to follow its supply chain to ensure
transparency, and giving outsiders an opportunity to actually speak with women who 30
have sold their hair.
- 5 Choi, who started the brand in 2018, grew up as the youngest son in a
traditional Korean-American **home** in Queens, New York. His parents, who were
looking for greener pastures, had migrated to the United States before he was born.
Their living condition in Queens was really good. Choi took time off to travel, and 35
he saw the disparity between rich and poor in countries like Cambodia, India, and
Vietnam. He ended up settling in Ho Chi Minh City, Vietnam. He felt drawn to the
region because he knew he could build a business that could thrive in the fastest-
growing economy in Asia, and at the same time give back to the community. He
wants to put his philanthropic spirit to good use. 40

Continued...

- 6 His dream was to give back by building schools in rural regions. He stumbled upon the hair industry and knew it was a niche he could not ignore. No matter how poor the women or children, most could grow and sell their hair every few years. It all began when Choi was approached by a homeless, barefoot, young girl dressed in tattered clothes who was selling gum and candies. It was apparent this young girl was facing unfortunate circumstances and looking for any means of survival. "I thought, that could have been me. I should thank my parents," he says. Wanting to help this young girl, and others like her, he came to the realisation that he could use women's hair to help empower them and improve the lives of women and children there.
- 7 To get the word out about Remy New York, Choi hires women to hand out flyers in Ho Chi Minh City and markets on Facebook. Then he sets up appointments and arrives by motorcycle to make the deal. He currently has 15 employees. Choi states that his rates have made him a target. "Our prices are anywhere from five to ten times higher than our competitors', which is why we've received threats," Choi explains. His hair collecting trips can be seen as perilous since he had received phone calls from local competitors threatening to harm him if he continues driving up the baseline price women can expect for their hair.
- 8 We spoke to women in Vietnam who had declined sellers for their low rates and those who had sold their hair in the past to other brokers. The most anyone was offered or paid was \$15 for their ponytail. By contrast, Choi's rates vary slightly depending on quality, weight, and length. The average sale is about \$90. He paid \$450 for one of his longest ponytails. "It was life-changing money for her," he says. "It was one of the longest ponytails we'd ever seen."
- 9 With only a year of experience, Choi is still in the infancy stage of his business. Opening schools built by ethical hair profits is still an aspiration, of course, but he seems to have nailed down a business model that could be copied all over the world. His biggest fear is his team will become too big, and his buyers in the field become corrupt. However, the hair that he collects is so novel that he is not worried about a return on his investment. He has earned most of his clients, like wigmakers and celebrity stylists, by simply knocking on doors on short business trips in Los Angeles and New York with a suitcase of hair.
- 10 One celebrity wigmaker in New York we interviewed told us that she has never seen an operation quite like Choi's. She says, "There's transparency in his work, and it looks like the girls are getting something in return which is extremely valuable. It is also good if our customers know that the origins of the hair so that they will value it even more." By integrating ethical services into hair trade, it can create value and provide a competitive advantage by incorporating social and environmental considerations into their core business.

Adapted from Lebsack, L. (2018). Death threats & \$3 ponytails: What the fake hair trade is hiding.
Retrieved from <https://www.refinery29.com/en-us/2018/06/200036/human-hair-extensions-ethical-sourcing>

Continued...

Part I: Affixes (5 marks)

Instructions: Fill in the blank in each question below with an appropriate word by adding a suitable prefix or suffix or by adding both prefix and suffix to the word provided.

Example: require (line 6)

A good degree qualification is a minimum requirement for many jobs.

1. close (line 13)

Almost five of six small retailers say that they face _____ by the end of the year due to the opening of giant departmental stores.

2. afford (line 16)

Private life insurance and medical insurance eventually became _____ for most workers, and insurance against personal injury lawsuits became available to most employers.

3. turn (line 25)

At the airport, there was an announcement for Mr. Robert Tan to go to the customer service counter and when he went there, he was told to _____ home immediately as his father had just passed away.

4. home (line 33)

The government has acknowledged that _____ is a problem but it has failed to grasp the scale of the problem.

5. help (line 48)

The mother feels so _____ because there is nothing she can do to make her daughter feel better.

Continued...

Part II : Critical Reading (10 marks)

Instructions: *Answer the following questions.*

1. State the writer's overall purpose and point of view of writing this article. (2 marks)
2. Identify the two specific groups of people to whom the writer intends to convey the message. (1 mark)
3. What is the general tone of the writer? (1 mark)
4. *"I thought, that could have been me. I should thank my parents," he says.*
(lines 46-47)
 - i. What can be inferred regarding Choi's feelings from the excerpt above? (2 marks)
 - ii. Provide a statement from paragraph 5 to support the inference. (1 mark)
5. State if the sentences below are a fact or an opinion. Justify your answer.
 - i. *Long, healthy, thick hair is a traditional marker of beauty in rural Vietnam, and Hakuodo (2014) reports that 80 per cent of Vietnamese women still hold on to that value.* (lines 4-5) (1 mark)
 - ii. *However, the hair that he collects is so novel that he is not worried about a return on his investment.* (lines 69-70) (1 mark)
6. What is the main idea of paragraph 10? (1 mark)

Continued...

SECTION B: GRAMMAR [20 MARKS]**Part I: Sentence Error (10 marks)**

Instructions: Each sentence below contains *one* error in one of the following types: *fragment, run-on, faulty parallelism or faulty modifier*. Write the type of error and correct the error in your answer booklet as shown in the example below.

Example: Spending time with family can be an important activity for children, and having family fun movie nights can be a great way to spend quality time together and providing them with positive attention.

- | <u>No.</u> | <u>Type of Error</u> | <u>Correction</u> |
|------------|--|-------------------|
| 0 | Parallelism | ... provide... |
| 1. | I was not sure if ladies loved watching football on huge television screens at restaurants, those ladies who had the courage to wear club jerseys of Manchester United, Arsenal, Liverpool or Manchester City on their date night were definitely die-hard fans of football. | |
| 2. | We must either change the laws about drunk driving, or it will be necessary to start enforcing them more strictly. | |
| 3. | In fact, the female tendency to ask more questions sometimes results in receiving lower grades from male professors. Who view frequent questioning as proof that a student knows less than her male counterparts. | |
| 4. | Fashion merchandiser in department stores are concerned with sales activities that deal with products as timing is important in the main and branch stores. | |
| 5. | A land mine is a type of self-contained explosive device. Which is placed onto or into the ground, exploding when triggered by a vehicle, a person, or an animal. | |
| 6. | She warned her husband earlier that there should be no phone calls, texting is prohibited and no other interruptions when they are having a romantic candle light dinner together. | |
| 7. | Most employers offer nap facilities in the office mainly as a perk to retain workers the productivity and health benefits are often an afterthought. | |
| 8. | Oxy 10 Plus is a good product as it nearly effectively treats 90 per cent of pimple problems. | |
| 9. | Online gambling and lottery on the Internet are among the most addictive facilities available on the World Wide Web although they exist in the real world as well. | |
| 10. | According to a survey by William Anthony, a Boston University professor for rehabilitation counselling who created National Napping Day, 70 per cent of respondents who sleep at work do it secretly they often curled up in the backseat of their cars during lunch time. | |

Continued...

Part II: Error Analysis (10 marks)

Instructions: The following extract contains 10 errors in fragment, run-on, faulty parallelism and faulty modifier. Identify these errors and correct them as shown in the example.

Example:	No.	Line	Error	Correction
	0	1	... cyclone all cyclone are all ...

Hurricanes: How These Destructive Storms Form, and Why They Get So Strong

Hurricane, typhoon, tropical **cyclone all** different names for the same thing: a giant patch of low pressure surrounded by a gyre (circle movement) of fierce winds. Beautiful from afar, hurricanes are deadly up close. They can devastate communities with lashing winds, torrential rains and storms which are frightful that literally shove the ocean onto land.

A hurricane's impact is hard to overstate. One infamous storm at the turn of the 20th century wiped away half of a Texan city. Another may have altered the course of the American Revolution. The recipe for these powerful and immense storms is quite simple: specific atmospheric conditions, water that is warm and slight spinning are enough to create hurricanes that can span over 1,000 miles.

A hurricane begins as an unremarkable smattering of thunderstorms over the ocean. When the ocean's water is warm enough. It heats the air above it. Warm air currents rise, lowering the atmospheric pressure. If there is much wind present in the air, the low-pressure system gradually disappears, blown apart by the wind if the wind movement is minimal, the low-pressure area draws in more nearby air, which then also gets heated up, rises and adds to the low-pressure system below.

In some cases, this low-pressure system grows where its winds begin to be twisted by Coriolis forces enormously, creating the beginnings of a swirling storm. This trick is also what imparts hurricanes with such longevity and strength. Because the air getting sucked inward and upward is spun around. It never actually enters the eye to negate the low pressure. The result is a protected patch of low pressure free to continue drawing in winds and strengthening itself. As long as there is warm water to keep the updraft going and wind shear remains low, the vortex will continue raging.

Meanwhile, meteorologists rely on a few different weather models mainly the European, U.K. and U.S. to look carefully into a hurricane's future, the computations are horrifying. These models simulate weather across the entire planet if the scientists were to use all the possible variables and data, even supercomputers would not be able to handle it. Instead, scientists have simplified it by taking an average value for the behaviour of clouds and assume all clouds act that way. Since different models simplify the atmosphere in different ways. They sometimes disagree. Referring to the European model as the most accurate model, it is still not right all the time. The best predictions come from combining forecasts from all the models. When it comes to predicting hurricanes, there is strength in numbers.

Adapted from Nathaniel Scharping (2019). Hurricanes: How These Destructive Storms Form, and Why They Get So Strong. Retrieved from <http://discovermagazine.com/2019/july/ewk-hurricanes>

End of Page